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» Snack Factory Pretzel Crisps



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Snack Factory Buffalo Wing Pretzel Crisps

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6.00 Oz.

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Directions

Ingredients

Warnings

Snack Factory® Baked Bold & Spicy Buffalo Wing Deli Style Pretzel Crisps®. Thin, crunchy pretzel crackers. Rethink Your Pretzel!®. 0g trans fat. 0g saturated fat. 0mg cholesterol. 110 calories. Crunch' em. Crack'em. Dip'em. Stack'em™. Pretzel Crisps® are a

0g trans fat br 0g saturated fat br 0mg cholesterol br 110 calories br Crunch' em Crack'em Dip'em Stack'em br Pretzel Crisps are a modern twist on an old favorite They're the best part of the pretzel all the flavor and crunch you

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Two new flavors at Pretzel Crisps

By Elaine Watson

19-Jun-2018 - Last updated on 19-Jun-2018 at 00:26 GMT



Snack Factory is adding two new flavors to its Pretzel Crisps line: Sourdough and Cinnamon Sugar.



Two new flavors at Pretzel Crisps



Who's ready for ice cream?



Noosa taps into customization trend with new mashup line



O.Vine offers non-alcoholic premium beverage made with wine grapes



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Pretzel Crisps, Buffalo Wing

Snack Factory (/brand/snack-factory/products/51db37c8176fe9790a8995ab)

Nutrition Facts

Pretzel Crisps, Buffalo Wing

Serving Size:  10 crackers (28g)

Amount Per Serving

Calories 110 **Calories from Fat** 14

% Daily Value*

Total Fat 1.5g **2%**

Saturated Fat 0g **0%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 540mg **23%**

Total Carbohydrates 22g **7%**

Dietary Fiber 1g **4%**

Sugars 2g

Protein 3g

Vitamin A 2%

Vitamin C 0%

Calcium 0%

Iron 0%

* Percent Daily Values are based on a 2000 calorie diet.

INGREDIENTS: wheat flour, seasoning (whey, cheddar cheese [pasteurized milk, cheese cultures, salt, enzymes], palm oil, salt, maltodextrin, buttermilk, dried onion, disodium phosphate, sodium caseinate, tomato powder, citric acid, spice, nonfat milk, sucrose, natural flavors, autolyzed yeast extract, dried garlic, turmeric extract (color), annatto extract (color), paprika extract (color), disodium inosinate, disodium guanylate and less than 2% silicon dioxide [processing aid], soybean oil, sugar, salt, malt syrup (corn syrup, malt extract), soda.

Low Fat (/diet/low-fat)



Nutritionix App (/app)

Source of Calories

How long would it take to burn off 110 KCal?

Walking (3mph) 30 minutes

Running (6mph) 11 minutes

Bicycling (10mph) 15 minutes

Values estimated based on person weighing 140 lbs. Login (/login) to personalize.

Barcode Scans ⓘ

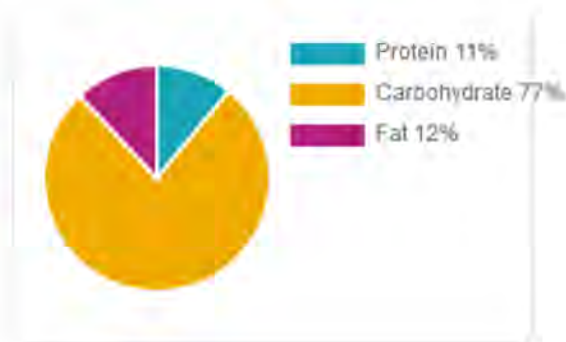
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a Find on Amazon (<https://www.amazon.com/gp/search?ie=UTF8&camp=1789&creative=9325&index=grocery&keywords=Snack%20Factory%20Pretzel%20Crisps%2C%20Buffalo%20Wing&linkCode=ur2&tag=nutritionix07-20>)

Related products from Snack Factory:

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 Pretzel Crisps, Deli Style, Buffalo Wing (/i/snack-factory/pretzel-crisps-deli-style-buffalo-wing/51c53dfd97c3e6efadd5a42c)
 Buffalo Wing Pretzel Crisps (/i/snack-factory/buffalo-wing-pretzel-crisps/5457c245d96aea436af258dc)
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Ingredients

wheat flour, seasoning (whey, cheddar cheese [pasteurized milk, cheese cultures, salt, enzymes], palm oil, salt, maltodextrin, buttermilk, dried onion, disodium phosphate, sodium caseinate, tomato powder, citric acid, spice, nonfat milk, sucrose, natural flavors, autolyzed yeast extract, dried garlic, turmeric extract (color), annatto extract (color), paprika extract (color), disodium inosinate, disodium guanylate and less than 2% silicon dioxide [processing aid]), soybean oil, sugar, salt, malt syrup (corn syrup, malt extract), soda.

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Pretzel Crisps Buffalo Wing 3oz.



Pretzel Crisps Garlic Parmesean 3oz.

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WELLNESS (/WELLNESS)

Snack Factory Launches USDA-Certified Organic Pretzel Crisps

By Rebekah Marcarelli (/profile/rebekah-marcarelli) on Feb. 09, 2017



Snack Factory (<http://pretzelcrisps.com/>) Pretzel

Crisps launched its newest variety, Organic Original Pretzel Crisps. As the latest better-for-you snack offering within the Snack Factory portfolio, Organic Original Pretzel Crisps are also Non-GMO Project verified and will be available for a limited time

nationwide.

“Snack Factory is dedicated to fulfilling the demand for quality, wholesome snack options with exceptional taste,” says Eric Van De Wal, vice president of marketing and innovation, Clearview Foods Division of Snyder’s-Lance. “The Organic version of our flagship Original Pretzel Crisps line was created for consumers seeking a greater variety of clean-label snacks without sacrificing taste. This introduction is the first of several new better-for-you snacks forthcoming in 2017 and beyond.”

At 110 calories per serving, Organic Original Pretzel Crisps contain no saturated fat, zero trans fat, cholesterol, preservatives, artificial flavorings or colors.

TRENDING

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Pretzel Crisps

Snack Factory® Introduces USDA-Certified Organic Pretzel Crisps®

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Snack Factory® Organic Original Pretzel Crisps® (Photo: Business Wire)

February 07, 2017 08:00 AM Eastern Standard Time

CHARLOTTE, N.C.--(BUSINESS WIRE)--Snack Factory® Pretzel Crisps®, the world's first – and the original – flat-baked pretzel cracker, today announces the launch of its newest variety, Organic Original Pretzel Crisps. As the latest better-for-you snack offering within the Snack Factory portfolio, Organic Original Pretzel Crisps are also Non-GMO Project verified and will be available for a limited time nationwide.

"Snack Factory is dedicated to fulfilling the demand for quality, wholesome snack options with exceptional taste," said Eric Van De Wal, Vice President of Marketing and Innovation, Clearview Foods Division of Snyder's-Lance. "The Organic version of our flagship Original Pretzel Crisps line was created for consumers seeking a greater variety of clean-label snacks without sacrificing taste. This introduction is the first of several new better-for-you snacks forthcoming in 2017 and beyond."

Organic Original Pretzel Crisps have the same great taste and crunch that fans have grown to love for more than a decade. At 110 calories per serving, Organic Original Pretzel Crisps contain no saturated fat, zero trans fat, cholesterol, preservatives, artificial flavorings or colors. The new variety can be found in the deli section at local grocery stores nationwide starting February 2017. For more information about the entire Pretzel Crisps range, please visit: pretzelcrisps.com.

ABOUT SNACK FACTORY® PRETZEL CRISPS®:

Since 2004, Snack Factory® Pretzel Crisps® have reinvented the pretzel category, winning over the hearts and taste buds of snackers everywhere as the world's first – and the original – pretzel-shaped cracker. Snack Factory Pretzel Crisps are made with nutritious and simple ingredients, without any trans fat, saturated fat or cholesterol. With dozens of delicious and savory flavors to choose from, it's no wonder Snack Factory Pretzel Crisps are the go-to snack for dipping, topping, pairing and sharing!

ABOUT SNYDER'S-LANCE, INC.

Snyder's-Lance, Inc., headquartered in Charlotte, NC, manufactures and markets snack foods throughout the United States and internationally. Snyder's-Lance's products include pretzels, sandwich crackers, pretzel crackers, potato chips, cookies, tortilla chips, restaurant style crackers, popcorn, nuts and other snacks. Snyder's-Lance has manufacturing facilities in North Carolina, Pennsylvania, Indiana, Georgia, Arizona, Massachusetts, Florida, Ohio, California, Oregon, Iowa, Wisconsin, and the United Kingdom. Products are sold under the Snyder's of Hanover®, Lance®, Kettle Brand®, Cape Cod®, Snack Factory®, Pretzel Crisps®, Pop Secret®, Emerald®, Late July®, Krunchers®, Tom's®, Archway®, Jays®, Stella D'oro®, Eatsmart™, O-Ke-Doke®, and other brand names along with a number of third party brands.

Products are distributed nationally through grocery and mass merchandisers, convenience stores, club stores, food service outlets and other channels. For more information, visit our company's corporate web site: www.snyderslance.com.

Contacts

marlo marketing

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THE HUMMUS BLOG

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News Ticker May 13, 2016 in Hummus in Review: **10 secret hummus places in Israel**

Hummus with Pretzel Crisps?!

Posted on June 19, 2007 by Shooky Galili in Health & Diet, Hummus, Stories & Anecdotes, The Hummus Market // 17 Comments

Yes, I admit to have eaten the delicacy mentioned in the title once or twice, I'm not proud of that though. And I never tried to convince myself that packaged hummus with pretzels will be good for me, or that it tastes good.

In this blog, I already discussed the poor situation of hummus in America, a few times before. Some of the questions asked here by my readers, also shed some light on the subject.



Sabra Greek Olive Hummus.

Yet, I was somewhat surprised to read about the new Sabra snack on Jewish Press.

Sabra To Go (and a similar product from the competing Tribe brand) is a combination of packaged hummus with Pretzel Crisps. Something that most the hummus lovers I know wouldn't admit of ever eating. We've all tried it of course. It is a reasonable solution to a state of serious hunger, when all you have is leftovers of both hummus and pretzels.

Of course this is not a very nutritious choice, nor is it dietary or even that tasty. Not compared to real **homemade hummus**, or a hummus served at a good hummus place. It's an OK food I guess. A little better than the regular junk.

But of course the Jewish Press reporter wouldn't know real hummus if it hits him on the head. This is what he says:

"Hummus is increasingly being marketed as the 'new food' of the kosher connoisseur and is popular on the Shabbos table as well as for a snack. Hummus today comes in a variety of flavors, ranging from Classic Hummus, perhaps the most popular in Israel and elsewhere in the Middle East, to more exotic flavors like Roasted Red Pepper, Spicy Hummus, Greek Olive Hummus, and more."

Sad.

[hummus-in-america](#) [packaged-hummus](#)

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15 Comments on Hummus with Pretzel Crisps?!



omni // June 25, 2007 at 1:55 pm // Reply

There are traditionalists who might object to the combination suggested in the title, however, these old-school notions can be put aside if we regard hummus for what it is...a DIP.

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When categorized thus, the culinary approach to this precious staple food can be broader.

The creaminess of hummus matches perfectly with crunchy grain-based products such as pretzels, crackers, toast and my personal favorite: bread-sticks. In fact, a good cracker can even cover-up for poor quality hummus such as the one I regularly consume.

When hard at work in front of a comp screen, writing replies such as this one, there is nothing easier then to take out my cheap commercial-brand hummus straight from the fridge and dip the bread sticks in. Its quite filling and I can go on for hours not needing much else.

Another advantage is that there is no mess since all the crumbs stick to the hummus and there are no dishes to wash afterwards.

It's cheap too.



Samira Hamdoun // July 24, 2007 at 6:25 pm // Reply

I am happy to find out about the hummus 101 website and agree that homemade hummus tastes a lot better than the processed-packaged Hummus.

I grew up in Beirut where Hummus is like olives. We eat it as a snack or appetizer with all meals. It is always in the fridge, and freshly made from overnight soaked beans and fresh lemon juice and garlic plus the Lebanese great Tahini Sauce.

I started making my homemade Hummus at Formaggio Kitchen store, a gourmet food store located in Cambridge, Massachussets almost three months ago and it is selling very well. I was surprised that more Americans knew about it than I had expected.

The idea came to me when lots of my colleagues and faculty I work with at Harvard Univeristy, some of whom are jewish who tried my homemade Lebanese Hummus asked if I could sell it. They told me that the hummus they buy in the store had preservatives and too much sodium, and didn't taste as fresh as mine.

Formaggio Kitchen has chefs who cook every day fresh meals.

I am making more Hummus each week as the demand is growing. I introduced the kalamata olives and roasted red peppers flavors in addition to the original one. I am also making fresh Tabbouleh Salad and Babaganough. No one makes it as I do for any stores around here.

I am thinking about making more and deliver it to other stores, so more people can enjoy the taste and health benefits of homemade hummus. I need capital to rent or buy a commercial kitchen but don't have money to start my own business. Can anyone make suggestions how to start my homemade hummus business?

I am thinking about making it for other stores too but need capital to rent or buy a commercial kitchen.



shooky // July 24, 2007 at 9:21 pm // Reply

Dear Samira,

In my house, hummus was also a kind of something you put on the table aside other dishes. We also had tahini with every meal. We have very good tahini in Israel two (although most of them come from Nablus).

Congratulations for your entrepreneurship. It seems like a very goof idea, and I'm glad that you're doing fine. It all sounds very exciting (except for the chilli and olive stuff - sorry, don't care for such variations much).

here are a few tips:

A. It sounds like you can use an investor, and making a well written BUSINESS PLAN could be an important step in that direction. There are many good how-to books about BPs, and probably lots of useful resources online.

B. Why don't you set up a website, or even a nice blog, about your new business? Shoot some nice photos of the hummus and other goods, give one or two "secret recipes", tell the story of your business - and so on.

C. I, for one, will like very much to write about it here when it happens. Who knows - maybe one of our readers would like to invest...

Good luck.



Samira Hamdoun // July 24, 2007 at 9:47 pm // Reply

Dear Shook,

Thank you for your comment and kind wishes.

Yes, it is exciting to have a business opportunity but it also requires lots of thinking and planning.

I did think about having an investor, and I am also thinking about starting small on my own. The Market is new and the competitors such as Sabra are big and got financial resources for advertisement and nice packaging. I am feeling good about this business opportunity because the other products are not homemade and don't have the same health benefits.

Thank you for the idea about creating a website with photos of the hummus and the other goods. I agree with you when you said that you would not care for the other variations of hummus with olives or Chili. Here in the US, people like to get variety of choices. It is a different culture than ours in the Middle East.

Thank you for offering to write about it from your end. You never know, maybe it would happen. I actually talked to an Israeli faculty who was visiting Harvard this year about investing in my hummus.

He liked eating my hummus so much and encouraged me to sell it to Formaggio Kitchen. He and I joked about starting a Lebanese and Jewish business together. We predicted that it would be very successful since it would bring two of the best business people in the Middle East (Lebanese & Jews).



shooky // July 24, 2007 at 10:09 pm // Reply

Samira –

The link is from the Hebrew version of this blog, and there's also one from my personal blog. Who know...

That's a great story you have, with very good vibes. I do hope you'd make it big. Don't forget to tell me when there's where to link. Meanwhile, feel free to shoot a photo or two and send us so we can give a nice intro.



Samira Hamdoun // July 24, 2007 at 10:42 pm // Reply

Dear Shooky,

Sorry I misspelled your name earlier.

I will shoot photos of my homemade Hummus and other food I am making for Formaggio Kitchen in Cambridge, Massachusetts and send it to you. Every Saturday I put a sampling table for people to taste the food. When people try it they go crazy about the creamy taste of "Samira's Hummus" that the name of my hummus. It was suggested by the owner of the store.

If I wanted to create my own website, do I have to pay a fee for it?

I know the basic about creating new website, but my son Amir 17 and my daughter Yasmeen could help me.

Please send me your email address so I can send the photos as attachments.



zeevgali // July 24, 2007 at 11:12 pm // Reply

Hi Samira, I just read what Shooky wrote about your endeavor to unleash some good hummus out of the middle east. you have my best wishes !

Good luck 😊

Tal.



Elad // July 25, 2007 at 7:29 am // Reply

Hi Samira,

You mentioned in your reply to Shooky that "Sabra are big and got financial resources for advertisement and nice packaging." – that shouldn't stop you!

Word of mouth would do you better than any advertisement... And you can beat Sabra's size and packaging by offering to take back boxes from consumers, sterilize them and refill them – thus turning your product to a green product, which might better appeal to people out there – eating a good hummus and not creating more waste at the same time.

Anyways, good luck with it!



Seg // July 26, 2007 at 1:34 pm // Reply

Hey Samira,

Its great to hear your story, it all sounds like a truly wonderful initiative!

I was just on a long trip in Germany, and before i came back i talked with my friend in Munich about opening a Humosia there. Yeah, if not in Munich, then somewhere else in Bavaria/Bad-Württemberg. I think it could really work – not only in Germany, but also in the United States. I feel it has a nice.. virgin.. market. It could even be better if it will be opened with a muslim-jewish partnership. Not only it could be fun, but it could also be a great way to spread a message of unity and peace.. (something which obviously also has a strong effect on marketing).

Have no fear. If you open a place with fresh humos, the israelis will definitely be hanging there. Industrial packed humos can never ever compete with good, homemade, humos – every 5 yrs old knows that here. There might not be a *humos culture* in the USA, so people dont know that, but they'll learn fast.

GOOD LUCK.. i wish you all the best..

Itay.

p.s, i might go in the Humos Biz.. can you please email me? Im at =zin5 at yahoo dot com=. I'll just save it.. and maybe ill be able to help you somehow sometimes soon. Not sure, uhm, but it'll be good to have you in my contacts.



Samira Hamdoun // July 26, 2007 at 5:17 pm // Reply

Hi Seg,

Thank you for your support and kind wishes. Good luck to you too on opening a Humos store in Germany. Is Humos popular in Europe as it is in the Middle East?

I agree that the market is still new ... or "virgin" as you called it, and there is room for people like us (who grew up on Humos) to make it big with careful planning and good marketing strategies.

I like what you wrote about having a muslim-jewish partnership or in my case a Lebanese-Israeli partnership and how you described it as a message of peace and unity. AS a marketing idea, I think it is great.

I am not afraid of other competitors in the US such as Sabra who use very attractive and colored packaging. I have a great confidence that my homemade Humos will sell better when more and more people get the chance to try it.

Best of luck to you too.

my email is [shamdoun@law.harvard.edu]



Samira Hamdoun // July 26, 2007 at 8:52 pm // Reply

Hi Elad,

Thank you for your advice about sterilizing the containers and making my Hummus product green products. It is a great idea and it may appeal to a lot of people who believe in saving the environment.

Sabra's colorful and commercial packaging will not scare me. Just today, I brought a sample of my hummus to a store that sells Sabra's Hummus to sell it there. I will let you what the manager will say.



Bobby // December 11, 2007 at 12:59 am // Reply

Great idea, Samira! Best wishes to you and your business i am sure you will prosper. (i love hummus and i think its a great idea to make it more natural and healthier!)



hummus lover // April 23, 2009 at 12:58 am // Reply

That was a joke right? The whole Samira thing?



Vinny // July 16, 2009 at 6:02 am // Reply

I do not like the Sabra brand, their hummus has artificial (cancer causing) preservatives in it (like potassium sorbate!), and has canola oil instead of olive oil, that's just not acceptable in my view for hummus.



shooky // July 16, 2009 at 4:02 pm // Reply

Vinny - I doubt it if there's anything that causes cancer in Sabras hummus, although it's true that packaged hummus is not very healthy.

BTW, there's nothing wrong with canola oil (it's rich in Omega-3 for example), only hummus should NOT contain oils of any kind. The only fatty ingredient hummus needs is tahini - oils are a cheap alternative, used by cheap people.

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Product Description

- SKU: #049508002161
- Shipping Weight: 0.43 lb
- Thin, Crunchy Pretzel Crackers
- Rethink Your Pretzel!
- Baked • All Natural • Big Flavor • Mini Bites
- 42 Minis = 110 Calories per Serving

To Pretzel Crisps Lovers of All Sizes:

This is a package of bite-size Minis from Pretzel Crisps.

We made them especially tiny for kids of all ages, from 5 to 95.

Because sometimes you just want a teeny bite of something wonderful.

So go ahead and try our special recipe - we guarantee they're as wholesome and delicious as our regular Pretzel Crisps.

Just tinier!

Nutrition Facts

Nutrition Facts

Serving Size: 42 Crackers (28 g)

Servings per Container: About 6

	Amount Per Serving	% Daily Value
Calories	110	
Calories from Fat	0	
Total Fat	0 g	0%
Saturated Fat	0 g	0%
Trans Fat	0 g	
Polyunsaturated Fat	0 g	
Monounsaturated Fat	0 g	
Cholesterol	0 mg	0%
Sodium	330 mg	14%
Total Carbohydrate	23 g	8%
Dietary Fiber	1 g	4%
Sugars	2 g	
Protein	3 g	
Vitamin A		0%
Vitamin C		0%
Calcium		0%
Iron		0%

Other Ingredients: Wheat flour, sugar, salt, malt syrup (corn syrup, malt extract), soda.

Contains: wheat.

Made in a facility that processes milk and soy.

We Also Suggest



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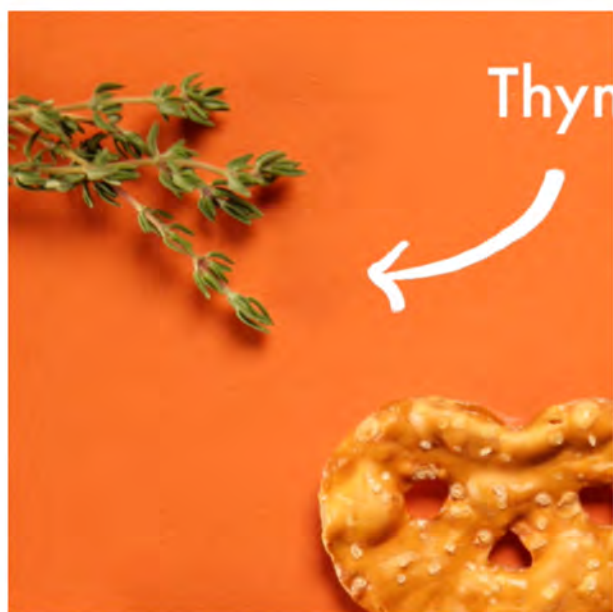
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★★★★★ (22)

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To show the many ways that Snack Factory's Pretzel Crisps can be served for the holidays, we worked with Bon Appétit to throw a pretzel party. We "dressed up" three pretzels in hand crafted paper hats and bow tie, pairing them with a variety of unexpected food combinations. Even the party confetti was styled out of minced mango and onions! Hand-drawn titles were created for each personality, while our post team chose unique sound effects for every shimmy and shake.



Agency: Bon Appétit Magazine
(Condé Nast)

Client: Snack Factory

Creative Director: Emily Collins

Creative Producer: Jess Peterson

Art Director and Stylist: Minkyung
Chung

Stop Motion Animator: Hayley Morris

Post FX: Marisha Falkovich



hi@mightyoakgrows.com

+1 347-670-4463

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Pretzel Crisps Pretzel Crackers, Deli Style, Sesame

\$2.99 | 7.2 oz

[Back](#) | [Shop](#) / [Deli](#) / [Self-Ser...](#) / [Crackers](#)

Substitution

Best comparable



SKU/UPC: 00049508006190

Location : Aisle DEL

Description Nutrition Ingredients

Thin, crunchy pretzel crackers. Rethink your pretzel! Baked. All natural. The original. Resealable for freshness. 0 g trans fat. 0 g saturated fat. 0 mg cholesterol. 110 calories. Crunch 'em. Crack 'em. Dip 'em. Stack 'em. Pretzel Crisps are a modern twist on an old favorite. They're the best part of the pretzel - all the flavor and crunch you love - but lighter, crispier and more versatile than ever before. Whether you like them plain, dipped, or paired with your favorite toppings, we're sure you'll enjoy this wholesome snack as much as we do. One bite and you'll rethink your pretzel! Rethink your pretzel now. www.pretzelcrisps.com. Facebook. [Facebook.com/PretzelCrisps](https://www.facebook.com/PretzelCrisps). www.pretzelcrisps.com. Made in USA.



Vitamin A 100 IU	2%
Vitamin C 0mg	0%
Calcium 20mg	2%
Iron 1.4mg	8%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Add to Food Diary ()

Snack Factory

Pretzel Crisps – Everything (/foods/7214129/snack-factory-pretzel-crisps-everything)

11 crackers (28g)

Log food

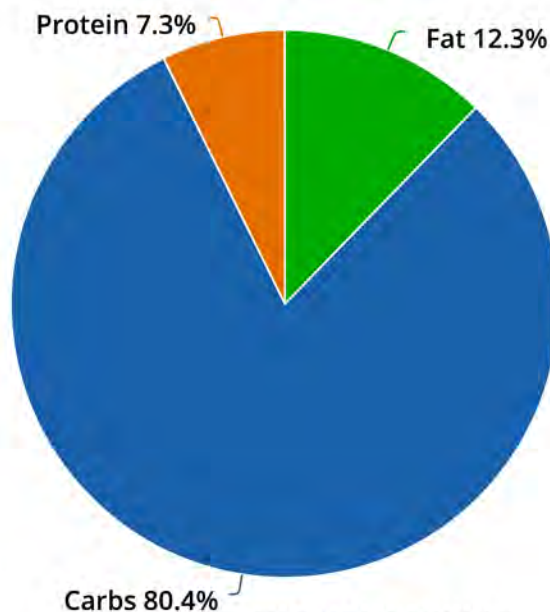
Snack Factory

Pretzel Crisps – Sea Salt & Cracked Pepper (/foods/7214133/snack-factory-pretzel-crisps-sea-salt-cracked)

10 crackers (28g)

Log food

Source of Calories



g food

g food

Mustard & Smoky
10 crackers (28g)

Snack Factory

Pretzel Crisps – Gluten Free – Original (/foods/7214134/snack-factory-pretzel-crisps-gluten-free-original)

14 crackers (28g)

Log food



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Snack Factory

Pretzel Crisps – Dark
Chocolate Crunch (/foods
/7214139/snack-factory-
pretzel-crisps-dark-chocolate-
crunch)
5 crackers (28g)

Log food

Snack Factory

Pretzel Crisps – Sesame
(/foods/7214132/snack-
factory-pretzel-crisps-
sesame)
11 crackers (28g)

Log food

Snack Factory

Pretzel Crisps – Gluten Free –
Original (/foods/7214135
/snack-factory-pretzel-crisps-
gluten-free-original)
Minis
35 crackers (28g)

Log food

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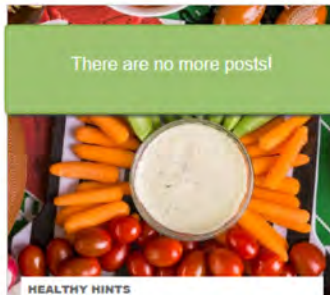


GAME DAY

Beat the Big Game Munchies with NatureSweet® SunBursts®

When most of us think of the Big Game we think of get-togethers full of our favorite not-so-healthy snacks. But, January is also the time of year when dedication to our health and nutrition goals are...

Football, Healthy Eating, Recipes, Registered Dietitians



There are no more posts!

HEALTHY HINTS

Rx Blog: Game day plan for people with diabetes

Carbohydrates, Diabetic, Diabetic Friendly, Football, High Protein, Low Carb, Meal Plan, Superbowl



FOOD TIPS

4 Delicious Dips for 'Homegating'

Football season is in full swing. Get the whole team together and host a championship "homegating" party! You will be named MVP in no time with these four delicious dips. From sweet to savory and ...

Fall, Football, Game Day, Recipes, Tailgating



GAME DAY

Take Home a Tailgate W!

What does fall mean to you? To some, it's the crunch of leaves beneath your feet. To others, it's the brisk way your lungs fill up when you first breathe outside. To us? It means TAILGATE T...

Appetizers, Football, Football Season, Game Day, Homegate, Kraft, Lasagna, Monkey Bread, Quesadilla, Queso, Snacks, Sweets, Tailgate



FOOD TIPS

5 Winning Tailgating Tips & Recipes

Football season is in full swing and, more importantly, so is tailgating! Gear up for game day and a tailgate worthy of a touchdown dance with these five winning tips and recipes.

Food, Football, Snacks, Sports, Tailgating

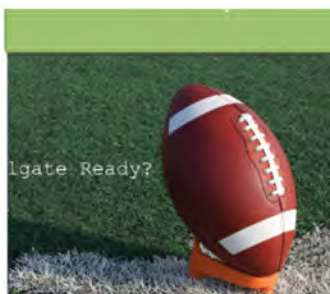


GAME DAY

Tasty Tips for Eating Smart on Game Day

There's nothing quite like the anticipation and excitement in the air during a game day weekend. Team colors are on full display, loyalties established, and everyone gets ready for the most deliciou...

Football, Game Day, Healthy Eating, Nutrition, Recipes, Registered Dietitians



GAME DAY

Plan The Ultimate Tailgate!

September is here, and you know what that means: Football season! Show your team spirit!



FOOD TIPS

Happy (and Healthy) Tailgates!

RECIPES

Creative Pretzel Crisps Recipes

Looking for a healthy snack? Then, you have to try these all-natural baked Pretzel Crisps recipes. They are the perfect little snack with a kick. Whether you are entertaining guests or just want to ha...

Football, Pretzel Crisps, Recipes, Snacks



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Bears Cares, Breast Cancer Awareness, Chicago, Bears, Football, Jr State, Miami Dolphins, Score Great Deals

weekend tailgate parties! Feeding a whole household of hungry fans is never easy but fortunately, ...

Avocado Bean Dip, Dips, Football, Football Season,

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GAME DAY

My Tailgate Rules! Winners

"Some people think football is a matter of life and death. I assure you, it's much more serious than that." -Bill Shankly We asked you to show us how your favorite tailgating moments. We had a gre...

Football, Game Day, Sweepstakes

Pin it

Football season is here! Which means jerseys, rivalries, and most importantly, TAILGATING! Before you start digging into your traditional, greasy and sauce-covered recipes, give so...

Fall, Football, Football Season, Game Day, Healthy, Substitutes, Tailgate, Tailgating, Tips

Pin it



GAME DAY

My Tailgate Rules! | Fall Football Promotion

Blue 32! Blue 32! Hut...Hut...HIKE! We are well into football season and what a season it has been. We'd like to celebrate our favorite time of year with you by being a part of your football tailg...

Football, Homegating, Sweepstakes, Tailgating

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Snack Factory Pretzel Crisps - Jalapeno Jack



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Key Food (1750)

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Details

7.20 oz

SKU / UPC: 049508006176

Ingredients

Wheat Flour, Seasoning (Salt, Whey, Buttermilk (Cream), Garlic Powder, Onion Powder, Monterey Jack Cheese Powder (Cultured Pasteurized Milk, Salt, Enzyme),

[Case 3:17-cv-00652-KDB-DSC Document 43-7 Filed 10/29/18 Page 43 of 55](#)

Jalapeno Powder, Spices, Natural & Artificial Flavors, Citric Acid, Parsley, Lactic Acid, Disodium Inosinate & Guanylate, and less than 2% Silicon Dioxide added to prevent caking), Soybean Oil, Sugar, Salt, Malt Syrup (Corn Syrup, Malt Extract).

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Thins**

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DESCRIPTION

Thin, crunchy pretzel crackers. Rethink your pretzel! Non GMO Project verified. nongmoproject.org. Per 1 oz Serving (11 crackers): 110 calories; 0 g sat fat (0% DV); 190 mg sodium (8% DV); 2 g sugars. Crunch Read more

SKU/UPC: 00049508006206

Location : 16

INGREDIENTS

Wheat Flour, Sugar, Seasoning (Sesame Seeds, Salt, Poppy Seeds, Dehydrated Onion, Dehydrated Garlic, Caraway Seeds), Malt Syrup.

NUTRITION

7 servings per container

Serving size

(11 crackers)

Amount per 11 crackers

Calories **110**

% DV*

2%	Total Fat 1g
	Saturated Fat
	<i>Trans</i> Fat
0%	Cholesterol
8%	Sodium 190
8%	Total Carbs 24
4%	Dietary Fiber 1
	Sugars 2
	Added Sugars
	Protein 2

0%	Vitamin A
0%	Vitamin C
2%	Calcium
8%	Iron

* Contains: wheat. Made in a facility that processes milk and soy.

DuetsBlog

Collaborations in Creativity & the Law

Packaging that Kills (a Trademark)

By [Steve Baird](#) on March 3rd, 2014

Posted in [Advertising](#), [Articles](#), [Branding](#), [Food](#), [Genericide](#), [Law Suits](#), [Loss of Rights](#), [Marketing](#), [Product Packaging](#), [Trademarks](#), [TTAB](#)

[Killer](#) packaging is [a good thing](#). It can [increase sales](#) and establish a [stronger emotional bond](#) between the consumer and the product brand. The current packaging of Snack Factory's Pretzel Crisps pretzel crackers might qualify as killer, but a [long-anticipated](#) and [important trademark decision](#) issued last Friday relied on an [earlier version of the product packaging](#) that was found to help kill the claimed Pretzel Crisps trademark on genericness grounds. Marketing, creative and design types [should pay close attention](#) to the Trademark Trial and Appeal Board's decision in [Frito-Lay North America, Inc. v. Princeton Vanguard, LLC](#). Link to pdf of decision is [here](#).



In finding the compound term “Pretzel Crisps” to be generic for “pretzel crackers” the Board considered the packaging of cracker competitors that had used the term “crisps,” it considered media references to “crisps” treating it interchangeable with “crackers,” it considered dictionary evidence, it considered [conflicting survey evidence and expert witness testimony](#), and it considered trade publications and magazine references with generic references to “pretzel crisps,” but the most damning evidence was probably an early version of the nutritional facts portion of Snack Factory’s Pretzel Crisps product packaging appearing on page 17 of the Board’s decision, [here](#) (note how the Board mildly scolded Princeton Vanguard for trying to keep the image under wraps as confidential).

The Board found this self-inflicted damage to the claimed Pretzel Crisps trademark to be “instructive” of the issue of genericness, ultimately weighing all evidence to invalidate the claimed mark. It didn’t matter that “crisps” was later removed from the nutritional facts information. Think of it as the first mistake that led to or justified the multitude of later generic references to “crisps” as being synonymous with “crackers.”

As you may recall, we highlighted the damaging nature of that evidence [a while back](#), by showing a side by side image of the nutritional facts section for early Pretzel Crisps packaging (on the left) and current packaging (on the right), treating “crisps” and “crackers” the same, as [generic product references](#):



So, product package designers beware, what words you or others chose to apply to product packaging matters, and if done wrong, it can foil any plans to own exclusive rights in a brand name.

Marketing types, if you don’t want to be the one to create evidence that kills the trademark on genericness grounds, stay in close touch with your favorite trademark type.

Last, trademark types, did you happen to notice how the Board omitted the words “primary” and “primarily” from its finding of genericness on page 27 — will that likely oversight be fixed or will it serve as a basis for appeal? Any predictions on whether we have the final word on this case yet?

Tags: [Frito-Lay](#), [Frito-Lay North America](#), [Generic Words](#), [Genericness](#), [Pretzel Crackers](#), [Pretzel Crisps](#), [Princeton Vanguard](#), [Subway](#)

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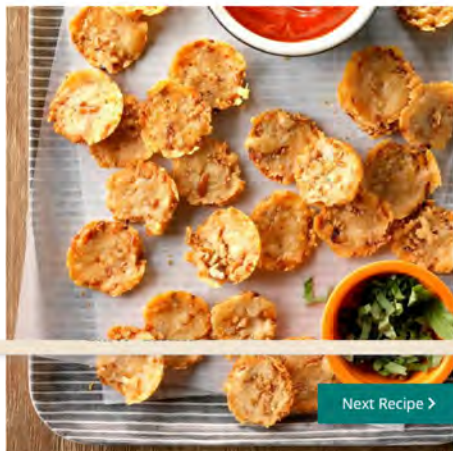
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Parmesan-Pretzel Crisps



I usually have the ingredients on hand and it is so easy to make, guests really think you have gone the extra mile.
—Pauline Porterfield, Roxboro, North Carolina



Parmesan-Pretzel Crisps Recipe photo by Taste of Home

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Total Time

Prep: 10 min. Bake: 10 min./batch



Makes

about 3 dozen

Ingredients

1-1/2 cups shredded Parmesan cheese

1/4 cup finely crushed pretzels

1/8 teaspoon crushed red pepper flakes

Pizza sauce and sliced fresh basil, optional

Directions

- 1 Preheat oven to 350°. Toss together cheese, pretzels and red pepper flakes. Place 2 teaspoons mixture in each greased nonstick mini-muffin cup.
- 2 Bake until golden brown, 10-15 minutes. If desired, serve with pizza sauce and basil.

Nutrition Facts

1 crisp: 16 calories, 1g fat (1g saturated fat), 2mg cholesterol, 66mg sodium, 1g carbohydrate (0 sugars, 0 fiber), 1g protein.

Originally published as Parmesan Cheese Crackers in Holiday & Celebrations Cookbook 2018

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